

Creating Demand—Student Handout 1

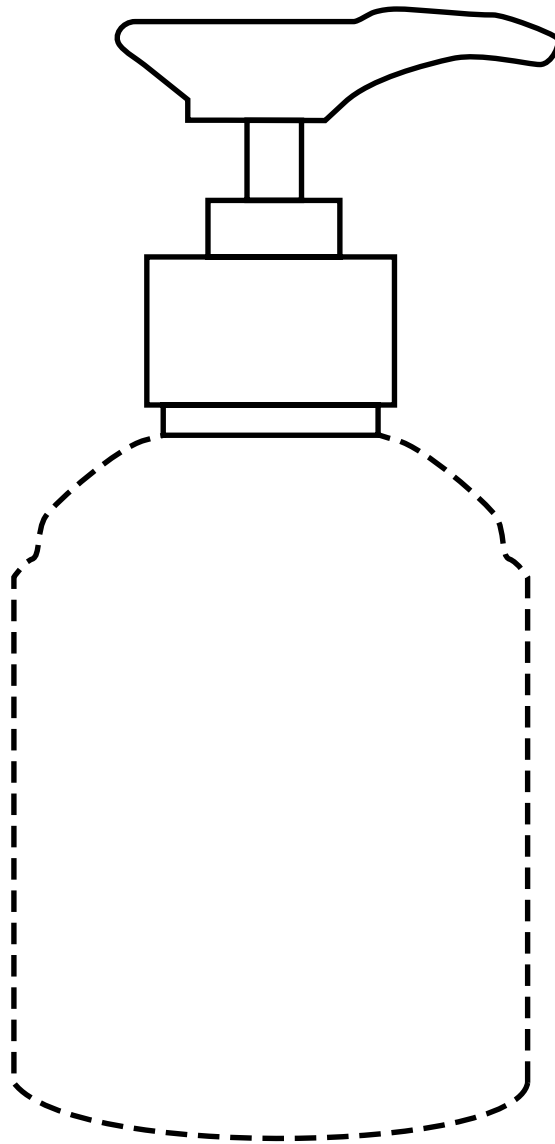
Rules for each group

Objective: Each design team works together to create a print advertisement that will attract the most customers from the target population.

To Play

1. Advertising campaigns are usually secret because of competition. Keep your work a secret from the other groups until you present it.
2. First, discuss the target buyers with the other members of your group. What is a member of this population, such as medical professionals or teenagers, looking for in a hand lotion or a health bar? What kinds of images and words are going to make such a buyer want to buy the product? Brainstorm together and make lists of words and images that you think would appeal to your target population.
3. Create a design for the packaging. Work with your team to decide on a bottle or bar shape, pictures, colors, and layout. Write copy, a slogan or description, to go with your package design. You may divide the responsibilities in any way you choose. Practice on scrap paper. When you are comfortable with your design, place your design and copy on the sheet, exactly the way it will look on store shelves.
4. When your ad is finished, present it to the class.

Creating Demand—Student Handout 2



Creating Demand—Student Handout 3

Front label

Back label